



CAMPAIGN BRIEF **HOT** AGENCIES 2025

While size may be important to some big clients (“I’ve got a bigger agency than you”), it is by no means the only measure of an agency’s worth. Which is why Campaign Brief

introduced in 1997 a new way of measuring our agencies: by relating their size* to their *creative product*. That way, clients seeking a big, creative agency know where to look.

Some may prefer a small, creative shop. Others may seek a big, conservative operation. Or a small shop that pumps out what they want, when they want it, at the right price.

Whatever their tastes, CB make it easier to see where a selection of agencies in Sydney and Melbourne sit in our 29th Annual Big vs Small – Hot vs Warm cross-analysis.

*Size is based on staff numbers